



**SCOTTSDALE TOURISM DEVELOPMENT COMMISSION  
CITY OF SCOTTSDALE, PINNACLE CONFERENCE ROOM  
7575 EAST MAIN STREET  
SCOTTSDALE, ARIZONA  
JANUARY 20, 2004  
APPROVED MINUTES**

**PRESENT:** Tom Morrow, Chairman  
Shaun Robinson, Vice Chairman  
Margaret Dunn, Commissioner  
Sally Shaffer, Commissioner  
Ned Sickle, Commissioner

**ABSENT:** Jerry Gleason, Commissioner

**STAFF:** Kathy O'Connor  
Kathy Montalvo  
Valentin Hernandez

**OTHERS PRESENT FOR ALL OR PORTIONS OF THE MEETING:**

Genia Kehayes

**CALL TO ORDER**

Chairman Morrow called the regular meeting of the Scottsdale Tourism Development Commission to order at 10:20 a.m.

**ROLL CALL**

A formal roll call confirmed members present as stated above.

**ELECTION OF CHAIRMAN AND VICE-CHAIRMAN**

Ms. O'Connor stated the by-laws require the commission to elect a chairman and vice chairman at the January meeting.

Chairman Morrow opened nominations for chairman.

Commissioner Shaffer nominated Tom Morrow as Chairman of the Tourism Development Commission. Second by Commissioner Dunn and passed unanimously.

Chairman Morrow opened nominations for vice chairman.  
Commissioner Dunn nominated Shaun Robinson as Vice Chair of the Tourism Development Commission. Second by Commissioner Shaffer and passed unanimously.

### **APPROVAL OF MINUTES**

Chairman Morrow stated there was a comment in the minutes by Commissioner Dunn that the Rock n' Roll marathon registration questionnaire would be useful. He requested that they receive a copy.

**A MOTION WAS MADE BY VICE CHAIRMAN ROBINSON TO APPROVE THE MINUTES OF THE DECEMBER 16, 2003 MEETING AS PRESENTED. THE MOTION WAS SECONDED BY COMMISSIONER DUNN AND PASSED UNANIMOUSLY.**

### **SCOTTSDALE CONVENTION & VISITOR'S BUREAU UPDATE**

Ms. Kehayes reported that Ms. Sacco and Mr. DeRaad are in route to a focus group being held in L.A. She reported they are putting together some preliminary numbers for the marketing 2004/2005 package. She stated the sales team continues to meet with meeting planners to promote the destination. She further stated that Ms. Sacco would present the six-month update at the next Commission meeting.

Ms. O'Connor stated included in the packet is the Scottsdale CVB Contract Performance Measures for FY 2003/2004. She reported these are done on a quarterly basis as part of the contractual obligation.

Chairman Morrow inquired if the CVB would reach the goal for walk-in visitors at the Visitor Center. Ms. Kehayes reported they are getting a huge response at Fashion Square. There are lots of families looking for things to do with their kids. She commented they are confident they can reach their goal.

Ms. O'Connor stated the Commission would hear the semi-annual CVB update next month. She further stated she would provide the Commission with a calendar at the next meeting on the process for preparing the contract to go to City Council.

### **FINANCIAL UPDATES**

Ms. O'Connor reported they are showing a deficit that will carry over for this year. She further reported that Craig Clifford the City's Financial Officer has asked if the Commission felt the pro forma for bed tax increase of two percent in FY 2004/2005 is in line or whether they think it is aggressive and should be changed to one percent. She

noted the numbers were put together at the beginning of the fiscal year. The consensus of the Commission was that they are comfortable with the two percent.

### **2004 VISITOR INQUIRY STUDY**

Ms. O'Connor stated at the last meeting they discussed the fact that the five-year contract on the Visitor Inquiry Study is coming to an end and they need to determine whether to fund it for another year at a cost of \$13,800. She reported those funds are available.

Commissioner Sickie stated that he was not familiar with the results of the most recent study. He inquired if there were any themes over the last couple of years that would indicate they should be doing something differently because of this information.

Ms. O'Connor replied in the affirmative noting that she did not bring a copy of that document, which was included in a prior meeting packet, but she thought one of the things that came out was a slight shift in their demographics for the target market. The report provides indications of whether their marketing is working. Commissioner Sickie commented that it would seem the real recipient of this report would be the CVB.

Ms. O'Connor replied primarily but some of the information is of interest to the Commission in terms of marketing programs. She remarked she would recommend they continue with the study because it does give them a baseline and continuity.

Commissioner Sickie stated his bias is that the CVB is the customer for the study so they would be the likely people to pay for it. He further stated the fact that he was unfamiliar with the study leaves him with a little anxiety. Ms. O'Connor stated she would provide copies of the report to the Commission at the next meeting.

Chairman Morrow stated they would table the discussion until the next meeting.

### **ADMINISTRATOR'S REPORT**

Ms. O'Connor provided an update on the Downtown Museum stating that the Buffalo Bill Historical Center representatives are in the process of doing a feasibility study in terms of generating endowments. She reported she met with a representative in December who asked for a list of individuals in the tourism community that they could get information from for the feasibility study. She further reported their names were included on the list.

Ms. O'Connor reported WestWorld has commissioned an economic impact study in conjunction with the master plan effort.

### **UPCOMING EVENTS AND COMMISSION BUSINESS**

Chairman Morrow reported the next regularly scheduled meeting would take place, Tuesday February 17, 2004.

### **ADJOURNMENT**

**The meeting concluded at 10:45 a.m.**

Respectfully submitted,

“For the Record” Court Reporters.